



MUSIC IN THE PARK COMMITTEE

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TOWN OF LOS GATOS MUSIC IN THE PARK (MIP) COMMITTEE

WEDNESDAY, DECEMBER 18, 2008
PLEASE NOTE TIME CHANGE: 9:00 A.M.

208 East Main Street
Neighborhood Center
Los Gatos, California

PARTICIPATION IN THE PUBLIC PROCESS

The Town of Los Gatos strongly encourages your active participation in the public process, which is the cornerstone of democracy. If you wish to speak to an item NOT on the agenda, you may do so during the "Verbal Communications" period. The time allocated to speakers may change to better facilitate the Arts Commission meeting.

The purpose of the Arts Commission meeting is to conduct the business of the community in an effective and efficient manner. This is done by following meeting guidelines set forth in State law and in the Town Code. Conduct which is considered disruptive during Arts Commission meetings includes, but is not limited to:

- Addressing the Arts Commission without first being recognized;
- Interrupting speakers, Arts Commission members, and Town staff;
- Continuing to speak after the allotted time has expired;
- Failing to relinquish the podium when directed to do so; and
- Repetitiously addressing the same subject.

For the benefit of the community, the Town of Los Gatos asks that you follow the Town's meeting guidelines while attending Arts Commission meetings and treat everyone with respect and dignity.

Writings related to an item on Arts Commission meeting agenda distributed to members of the Commission within 72 hours of the meeting are available for public review at the front desk of the Los Gatos Public Library, located at 110 E. Main Street and are also published on the official Town of Los Gatos website. Copies of desk items distributed to members of the Commission at the meeting are available for review in the Neighborhood Center at the front desk.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Services Department at (408) 354-6888. Notification 48 hours before the meeting will enable the Town to make reasonable arrangements to ensure accessibility to the meeting. [28 CFR 35, 102-35.104]

1. **ROLL CALL**

2. **APPROVAL OF DECEMBER 10, 2008 MINUTES**

(Attachment 1)

3. **COMMUNICATIONS**

Verbal (Three minute time limit per speaker for subjects not agendized)

Written

4. **COMMITTEE REPORTS**

4.1 Sponsorship Status Report; Information, only

4.2 Approve recommendation to the Arts Commission Dedicating Use of a Sixth Tent at MIP Concerts to Local Arts Agencies

4.3 Review and Approve, For Forwarding to Arts Commission, List of Arts Agencies to be Acknowledged during Music in the Park

4.4 Approve Recommendation to the Arts Commission that it Approve "Music in the Park Coordination"

(Attachment 2)

4.5 Discuss Key Issues Related to Long-Term Implementation and Administration of Music in the Park

5. **ADJOURNMENT**

Attachments:

1. December 10, 2008
2. Music in the Park Coordination

MUSIC IN THE PARK COORDINATION

PURPOSE

This document lists the responsibilities of the Town of Los Gatos Community Services Department and the Town of Los Gatos Arts Commission in producing the Music in the Park (MIP) summer concert series. MIP is a Town of Los Gatos Arts project. MIP is produced in accordance with Council appointed guidelines.

STAFF MIP ROLES AND RESPONSIBILITIES

The Town of Los Gatos (Community Services Department Staff) shall provide the following services in coordinating the production of Music in the Park:

1. GENERAL

- a. Provide use of Civic Center Park for concerts to be held from 5:00 p.m. to 7:00 p.m. for a maximum of twelve (12) Sunday concerts, held from June through August. Concerts scheduled for a different time frame or location must be approved by the Arts Commission and Community Services Director.
- b. Provide use of Town stage and up to fifty (50) chairs, and six (6) tables for each concert.
- c. Community Services will coordinate the following services with other Town departments and monitor the fees associated with each service:
 - Transportation of stage, hospitality tents, tables, and chairs
 - Assembly and disassembly of stage
 - Provision of electrical access by 3:00 PM for performers and sound technician
 - Park clean up after each concert
 - Monitoring of the Los Gatos Neighborhood Center
- d. Create time table for accomplishing MIP functions.
- e. Create and maintain Commissioner/Council Member Concert Sign-Up Sheet.
- f. Prepare schedule of performers (once determined by Arts Commission).
- g. Work with Arts Commission to use volunteers where practical in the production of MIP; ensure that all appropriate volunteer enrollment requirements are met.
- h. Maintain MIP records, files and related correspondence.
- i. Review survey/feedback forms and prepare summary for Arts Commission as appropriate.
- j. Prepare weekly MIP supplies for Friday pickup; supply box includes payment for performers and sound technician, MIP programs, donation box, community event information and flyers, and miscellaneous MIP supplies.
- k. Arrange for porta-potties and recycle/ garbage containers to be delivered and picked up during the concert series - June through August.

2. INTERNAL COMMUNICATIONS

- a. Community Services Department staff will serve as primary contact for Art Commissioners regarding all Town services requests.
- b. Notify Town Council, Chamber of Commerce, and Town staff of MIP concert schedule.
- c. Provide sound technician with final MIP schedule with names/phone numbers of bands so he/she may coordinate sound requirements with musicians.
- d. Maintain roster of Sponsors.
- e. Process "thank you" letters to Major Sponsors

3. PURCHASING

- a. All purchases will be made in accordance with Town Purchasing Manual and Administrative Policies
- b. Purchases will be coordinated and executed by staff unless agreed otherwise in advance.
- c. Staff will issue all Request for Proposals (RFP's) and Requests for Qualifications (RFQ's) required for service procurement.
- d. Staff will obtain materials quotes.

4. CONTRACTS, INSURANCE, BUSINESS LICENSE

- a. Prepare and execute Letters of Agreement with all vendors including performers and sound technician; monitor return of signed Agreements and related documents (Release of Liability, Assumption of Risk and Indemnity Agreement; Application for Business License).
- b. Coordinate agreement and payment to American Society of Composers, Authors and Publishers (ASCAP), as required.
- c. Prepare and execute all other project related agreements.
- d. Staff will serve as primary liaison with all vendors.

5. FISCAL MANAGEMENT

- a. Receive donations and invoices for MIP at the following address: Town of Los Gatos – Arts, c/o Town of Los Gatos, 208 East Main Street, Los Gatos, CA 95030.
- b. Prepare and monitor annual MIP budget.
- c. Prepare periodic revenue and expense reports.
- d. Coordinate distribution of payments to performers, sound technician, and other vendors.
- e. Invoice sponsors using MIP Pledge Forms submitted by the Arts Commission.
- f. Prepare invoice request for Building Attendant's time for the monitoring of the Los Gatos Neighborhood Center.

6. ADVERTISING & PROMOTION

- a. In coordination with the Arts Commission, develop a marketing strategy which considers the use of posters, programs, web updates, paid advertising, and other promotional efforts.
- b. Limit marketing and promotion to Los Gatos area.
- c. Coordinate production of promotional materials. This includes obtaining bids, preparing and executing agreements, and processing purchase orders.
- d. Proof-read and edit all program materials with assistance from Arts Commission.
- e. Update Town website to include MIP schedule and listing of all Major Sponsors.
- f. Coordinate implementation of advertising in the media as appropriate. Staff to update web site regarding use of volunteers.

ARTS COMMISSION

The Town of Los Gatos Arts Commission shall provide the following services in coordinating the production of Music in the Park:

1. GENERAL

- a. Implement appropriate fundraising strategies in compliance with Town Policies and Procedures to ensure that MIP is fully funded.
- b. Coordinate merchandise fundraising sales at MIP performances as appropriate. Proceeds from

sales shall be specifically designated to support the Arts.

- c. Submit MIP Pledge Form for all sponsors to the Community Services Department for invoicing and tracking.
- d. Complete "Commissioner Sign-Up Sheet" and submit to the Community Services Department for distribution.
- e. An assigned Arts Commissioner will complete the following tasks for each concert.
 - pick up MIP boxes from the Community Services Department on Friday
 - distribute checks to performers and sound technician
 - assist with setup and tear down of hospitality tents, tables and chairs
 - setup MIP space within hospitality tent
 - emcee MIP concerts; introduce performers and attending Council Members; and thank attending Major Sponsors
 - return MIP boxes & any donations received to Community Services Department

2. BAND SELECTION

- a. Review band applications and promotional packets.
- b. Select musicians/performers.
- c. Follow-up with all applicants regarding band selection.
- d. Prepare schedule of concerts and performers; provide staff with schedule and Band Worksheet for each performer.

3. SPONSORSHIPS

- a. Solicit sponsorships in coordination with other Commissioners. All Commissioners will be given a list of the previous year's sponsors, with contact information, and their assigned sponsors. Commissioners should take the following steps when seeking subsequent sponsorships:
 - Make contact by phone (October) to remind and confirm their sponsorship. When the bands are approved, they will receive an email including the band list & Sponsor Pledge Form. Once payment is received, call or email to thank the sponsor.
 - Two weeks prior to their assigned concert, call the sponsor(s) with the following information:
 - benefits: tent, 2 tables, 8 chairs, parking space (marked directly behind their tent)
 - opportunity to hang banner on their tent
 - ask for their introduction from the stage (2 lines)
 - arrival time: after 4:00
 - exchange cell phone with main contact
 - Make a courtesy call 3 days before the concert to find out number coming & their intro information to announce from the stage.

4. DAY OF CONCERT PROCEDURES

Each Sunday during Music in the Park, two members from the Arts Commission coordinate the following scheduled tasks.

- Noon Call sound engineer & band leader regarding their arrival times. It is important to be finished with the stage before sound arrives so he has full access to set equipment.
- 1:00 Bring broom, mop & bucket of water to stage
Sweep stage (mop, if necessary)
Attach skirting (may have to repair Velcro occasionally)
Set paths (yellow caution-type tape & large staples) from stage to A.C. tent (may do 2 paths)
Place signage regarding tents, umbrellas, blankets all around park
Pick up lunches for band (if provided)

2:00 Welcome sound engineer (show where to park after unloading equipment)
 Make contact with the park ranger who will work with sound company, temps, open council chambers, etc.
 Place sponsors signs on barricades behind their tents so they can locate tent & reserved parking space

3:00 Greet band, show chambers, parking, etc.
 Provide band with sponsor list
 Other Art Commissioners and temporary help arrive to set up tents, tables, cloths, chairs

4:00 Greet sponsors as they arrive & help sponsors if necessary
 Pick up water for band

4:55 Introductions and announcements

5:00 Music in the Park concert begins

6:00 Band thanks all sponsors

7:00 A.C. goes back on stage when concert is over, thanks sponsors, announce next week concert & JOTP next Wed.
 All A.C. help break down, remove staples, tape & signage.
 The week following concert, write thank you letters to sponsors & e-mail to staff for printing and mailing.

5. PROMOTION

- a. In coordination with staff, develop a marketing strategy which considers the use of posters, programs, web updates, advertising, and other promotional items.
- b. Distribute MIP posters and programs to Major Sponsors and other local businesses at least two weeks prior to the first concert.
- c. Distribute programs and feedback forms at MIP concerts.

6. USE OF VOLUNTEERS

- a. Enlist the help of volunteers where practical in the production of MIP concerts.
- b. Work with staff to ensure completion of appropriate volunteer enrollment forms, i.e., Town of Los Gatos Volunteer Application; Release of Liability; and Worker's Compensation Designation.